



TITLE: Content Product Manager

REPORTING TO: Sr. Manager, CBU Content

DIRECT REPORTS: none

SUMMARY:

The Content Product Manager reports to the Senior Manager of Commercial Content and is responsible for driving DG's strategy for prospectively collecting and producing satellite and aerial imagery content in a specific geographic region. Specifically, this individual is responsible for identifying and prioritizing the most critical geographic areas based on commercial customer feedback, and working with the Content team to execute this content plan.

RESPONSIBILITIES:

- Develops a deep understanding of the assigned geographic region through interactions with customers, prospects, sales people and resellers, and uses this insight to create an industry-leading content plan for the region.
- Works closely with other members of the Content team to build the Commercial Business Unit's overall imagery coverage plan, including collections from DG's constellation of satellites, aerial collections and purchase of third party data, and specifying requirements for resolution, accuracy and currency of imagery.
- Working with other Product Managers, the Content Product Manager collects and integrates imagery coverage requirements for specific targeted vertical markets, and translates these into priorities for the content roadmap.
- As part of the Content team, works closely and directly with Collection Planning and Production to execute the content plan.
- Monitors and responds to competitive moves.
- Supports sales efforts by sharing expertise, providing maps and statistics to describe coverage and identifying opportunities for enhancements or extensions of content as appropriate.

REQUIREMENTS:

- Minimum of 6 years of work experience, with at least three years of product management experience, ideally with a content-driven business.
- Bachelors degree required.
- Familiarity with ArcGIS and/or MapInfo software required.

SKILLS AND EXPERIENCE:

- Must have proven track record in gathering, documenting and prioritizing requirements.
- Proven ability to work cross-functionally with both technical and non-technical groups and to lead through influence.
- Strategic thinker able to operate self-sufficiently in a quickly evolving industry.
- Team-oriented and collaborative.
- Strong ability to execute.
- Excellent oral and written communication skills.
- Experience with GIS or remote sensing is highly desirable.
- Candidate may work from DG's Boston, Longmont or Walnut Creek offices.
- Willing to travel up to 20% to DG locations and customer sites worldwide.